(ii) Determination of category assigned to the publication (s) is liable for review by the Ministry of i&B if the contents of the publication (s) undergo change at a later date.

(iii) (a) In cases where both FDI and FN investment is envisaged, the applicant may approach the FIPB/RBI for clearance after obtaining the No Objection Certificate from the Ministry of I&B.

(b) In cases involving only portfolio investment, the applicant may approach the Reserve Bank of India, for further clearance, if any. after obtaining the No Objection Certificate from the Ministry of I&B.

(C) The Ministry of I&B will keep the Secretariat for Industrial Assistance and the Reserve Bank of India informed of the FDI projected by the Company and the balance permissible foreign investment on the portfolio investment route, while communicating the No Objection.

3. Title of the Publication

Title verification shall continue to be done by the Press Registrar as per existing procedure.

4. Foreign Investment

(i) Total foreign investment upto 74% may be allowed. Guidelines of the Ministry of Finance on FDI and portfolio investment would apply subject to the overall ceiling of 74% mentioned above.

(ii) All cases involving Foreign Investment shall be handled by the prescribed agencies, wz. FDI on the government approval route through the mechanism of the FIPB and portfolio investment by the RBI.

Content of serials on DD channels

†546. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that these days all the serials on both the

†Original notice of the question was received in Hindi.

channels of Doordarshan as well as the cable channels are based only on two subjects *i.e.* superstition and extra-marital relations;

(b) If so, whether it is also a fact that rural India is not visible in these serials;

(c) whether the representation of knowledge, science, art-culture and agriculture in all these programmes is very nominal; and

(d) if so, the action being taken by Government to change this situation?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATISUSHMA SWARAJ): (a) and (b) Prasar Bharatr has informed that Doordarshan as a public service broadcaster does not telecast programmes which support superstition and illicit relations. All the programmes telecast on Doordarshan are previewed before telecast, in accordance with the provisions of Doordarshan's Broadcast Code, to ensure that they are suitable for family viewing.

The programmes telecast on satellite channels when distributed through cable network, are required to adhere to the Programme Code laid down in the Cable Television Networks (Regulation) Act, 1995. The Programme code does not permit programmes which encourage superstitions or offend good taste and decency

It Is also the constant endeavour of Doordarshan to depict various facets of rural culture through its programmes.

(c) Prasar Bharati has informed that Doordarshan telecasts programmes on information, education and entertainment. Educational programmes on Doordarshan cover various subjects like science, art, culture, agriculture, health, environment etc.

Government has no role in programme decisions of private satellite TV networks.

(d) Does not arise.

Performance of DD News channel

547. SHRI B.R SINGHAL : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that 'DD News' was hiring outside persons to run its programmes;